AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of the claims of this application.

Listing of claims:

1. (currently amended) A computerized method of competing in a complex contract competition, comprising the steps of:

receiving a request from a buying organization;

identifying an industry having industry standards in which the buying organization is defined;

identifying a plurality of change in wealth factors of the buying organization, wherein each of the change in wealth factors has an associated time frame and an industry standard;

entering the industry standards, the change in wealth factors, and the time frames into a calculating program;

calculating a value position of the buying organization with the calculating program, wherein said calculating program ~~step~~ comprises:

~~identifying an industry having industry standards in which the buying organization is defined;~~

~~identifying a plurality of change in wealth factors of the buying organization, wherein a numerical industry standard value is attributed to each of the plurality of change in wealth factors~~;

assigning a numerical value to each industry standard;

assigning a numerical value ~~from a numerical range~~ to each of the ~~identified plurality of~~ change in wealth factors of the buying organization by comparing each of the change in wealth factors to the respective industry standard, wherein the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is neutral relative to the respective industry standard, a numerical value greater than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is positive relative to the respective industry standard, and a numerical value less than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is negative relative to the respective industry standard;

adjusting each of the assigned change in wealth factor numerical values by a predetermined unit depending on ~~a time frame in which~~ the respective time frame associated with the change in wealth factor ~~occurred~~, wherein the assigned numerical value is increased if the time frame is ~~short relative to~~ shorter than ~~the~~ an industry standard time frame, and the assigned numerical

value is decreased if the time frame is ~~long relative to~~ longer than ~~the~~ an industry standard time frame;

tallying the ~~numerical~~ industry standard numerical values for each of the identified change in wealth factors to provide a total industry standard value~~, wherein the total industry standard value and a variance therefrom defines~~ and using this value to create a central value range;

tallying the adjusted, assigned change in wealth factor numerical values to provide a total value;

comparing the total value to the central value range;

assigning a neutral value position to the buying organization if the total value is within the central value range;

assigning a positive value position to the buying organization if the total value is greater than the central value range; and

assigning a negative value position to the buying organization if the total value is less than the central value range;

framing a response of an overall loss to the request based on the calculated value position if the assigned value position is positive or negative;

framing a response of an overall gain to the request based on the calculated value position if the assigned value position is neutral; and

submitting the framed response to the buying organization ~~from a computer system implementing the computerized method~~.

2. (previously presented) The method of claim 1, comprising the further steps of:

calculating a value position of a competitor; and

predicting a competitor response to the request based on the calculated value position of the competitor.

3. (previously presented) The method of claim 2, including the further steps of:

comparing the competitor response to the calculated value position of the buying organization; and

predicting an outcome for the competitor.

4. (previously presented) The method of claim 3, including the steps of:

comparing the competitor response to the calculated value position of the competitor; and

adjusting the calculated value position of the competitor so that the competitor response corresponds to its calculated value position.

5. (previously presented) The method of claim 1, comprising the further steps of:

editing at least two responses to form an initial choice set;

applying the calculated value position to the initial choice set to form a final choice set; and

determining an outcome of the final choice set based on the calculated value position of the buying organization.

6. (previously presented) The method of claim 1, comprising the further steps of:

calculating a value position for a vendor;

identifying an area of organizational inertia;

controlling the area of organizational inertia during an evaluation phase of the complex contract competition.

~~7. (canceled)~~

7 ~~8.~~ (currently amended) Calculating a value position of an organization, comprising the ~~computerized~~ steps of:

identifying an industry having industry standards in which the organization is defined;

identifying a plurality of change in wealth factors of the organization, wherein each of the change in wealth factors has an associated time frame and an ~~wherein a numerical~~ industry standard ~~value is attributed to each of the plurality of change in wealth factors~~;

entering the change in wealth factors and time frames into a computer program, wherein the computer program:

assigns a numerical value to each of the industry standards;

~~assigning~~ assigns a numerical value ~~from a numerical range~~ to each of the ~~identified plurality of~~ change in wealth factors of the organization by comparing each ~~of the~~ change in wealth factor ~~factors~~ to the respective industry standard,

wherein the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is neutral relative to the respective industry standard, a numerical value greater than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is positive relative to the respective industry standard, and a numerical value less than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is negative relative to the respective industry standard;

~~adjusting~~ adjusts each of the assigned change in wealth factor numerical values by a predetermined unit depending on ~~a time frame in which the change in wealth factor occurred~~ the respective time frame associated with the change in wealth factor, wherein the assigned change in wealth factor numerical value is increased if the time frame is ~~short relative to~~ ~~the~~ shorter than an industry standard time frame, and the assigned numerical value is decreased if the time frame is ~~long relative to the~~ longer than an industry standard time frame;

~~tallying~~ tallies the ~~numerical~~ industry standard numerical values for each of the identified change in wealth factors to provide a total industry standard value, ~~wherein the total industry standard value and a variance therefrom defines~~ and uses this value to create a central value range;

~~tallying~~ tallies the adjusted, assigned change in wealth factor numerical values to provide a total value;

~~comparing~~ compares the total value to the central value range;

~~assigning~~ assigns a neutral value position to the organization if the total value is within the central value range;

~~assigning~~ assigns a positive value position to the organization if the total value is greater than the central value range;

~~assigning~~ assigns a negative value position to the organization if the total value is less than the central value range; and

~~outputting~~ outputs the value position from a computer system implementing the computerized steps.

~~9. (canceled)~~

8 ~~10.~~ (previously presented) The method of claim 7 ~~8,~~ wherein the change in wealth factors are selected from the group consisting of a merger, an acquisition, a divestment, a regulation change, a change in market demand, a change in margin, a change in shareholder value, a change in distribution channels, a change in revenue streams, a change in credit rating, a change in facilities requirements, a change in competition, a change in business requirements, a change in support systems, a phase-out of applications, a change in techtronic trends, a default on a contract, a reduction in force, an ERO, a change in personnel, a change in business lines, a change in product structure, a Securities and Exchange Commission investigation, and a security breach.

9 ~~11.~~ (previously presented) The method of claim 7 ~~8,~~ including the steps of:

framing a first response of an overall gain if a neutral value position is assigned to the organization; and

framing a second response of an overall loss if one of a positive value position and a negative value position is assigned to the organization.

10 ~~12~~. (original) The method of claim ~~11~~ 9, wherein the organization is one of a buying organization or a vendor.

12 ~~13.~~ (currently amended) A system for calculating a value position of a buying organization requesting responses to a complex contract, the system comprising:

a computer having a display;

a computer program executable by said computer, said computer program having a plurality of input fields, and said computer program having computer instructions for:

~~providing~~ receiving an input of a change of wealth factor corresponding to each one of said plurality of input fields, wherein ~~a numerical~~ an industry standard ~~value~~ and a time frame ~~is~~ are attributed to each change in wealth factor;

assigning a numerical value to each industry standard;

assigning a numerical value to each change in wealth factor entered in each of said plurality of input fields by comparing each change in wealth factor to ~~an~~ the industry standard, wherein the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is neutral relative to the respective industry standard, a

numerical value greater than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is positive relative to the respective industry standard, and a numerical value less than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is negative relative to the respective industry standard;

adjusting each of the assigned numerical values by a predetermined unit depending on ~~a time frame in which~~ the time frame associated with the change in wealth factor ~~occurred~~, wherein the assigned change in wealth factor numerical value is increased if the time frame is ~~short relative to the~~ shorter than an industry standard time frame, and the assigned change in wealth factor numerical value is decreased if the time frame is ~~long relative to the~~ longer than an industry standard time frame;

tallying the ~~numerical~~ industry standard numerical values for each of the change in wealth factors to provide a total industry standard value~~, wherein the total industry standard value and a variance therefrom defines~~ and using this value to create a central value range;

combining each of the adjusted, assigned change in wealth factor numerical values to form a total value;

comparing the total value to the central value range;

assigning a neutral value position to the competitor if the total value is within the central value range;

assigning a neutral value position to the buying organization if the total value is within the central value range;

assigning a positive value position to the buying organization if the total value is greater than the central value range;

assigning a negative value position to the buying organization if the total value is less than the central value range; and

displaying the assigned value position on the display.

14. (currently amended) A system for calculating a value position of a competitor competing with a vendor for a complex contract, the system comprising:

a computer having a display;

a computer program executable by said computer, said computer program having a plurality of input fields, and said computer program having computer instructions for:

~~providing~~ receiving an input of a change of wealth factor corresponding to each one of said plurality of input fields, wherein ~~a numerical~~ an industry standard ~~value~~ and a time frame is attributed to each change in wealth factor;

assigning a numerical value to each industry standard;

assigning a numerical value to each change in wealth factor entered in each of said plurality of input fields by comparing each change in wealth factor to ~~an~~ the industry standard, wherein the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is neutral relative to the respective industry standard, a

numerical value greater than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is positive relative to the respective industry standard, and a numerical value less than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is negative relative to the respective industry standard;

adjusting each of the assigned numerical values by a predetermined unit depending on ~~a time frame in which~~ the time frame associated with the change in wealth factor ~~occurred~~, wherein the assigned change in wealth factor numerical value is increased if the time frame is ~~short relative to the~~ shorter than an industry standard time frame, and the assigned change in wealth factor numerical value is decreased if the time frame is ~~long relative to the~~ longer than an industry standard timeframe;

tallying the ~~numerical~~ industry standard numerical values for each of the change in wealth factors to provide a total industry standard value~~, wherein the total industry standard value and a variance therefrom defines~~ and using this value to create a central value range;

combining each of the adjusted, assigned change in wealth factor numerical values to form a total value;

comparing the total value to the central value range;

assigning a neutral value position to the competitor if the total value is within the central value range;

assigning a positive value position to the competitor if the total value is greater than the central value range;

assigning a negative value position to the competitor if the total value is less than the central value range; and

displaying the assigned value position on the display.

~~15. (canceled)~~

16. (currently amended) A computer-readable medium on which is encoded computer-executable program code capable of calculating a value position of an organization ~~the program code~~ comprising ~~the step of~~:

~~program code for calculating a value position of an organization, comprising the steps of:~~

~~program code for identifying an industry having industry standards in which the organization is defined;~~

program code for ~~identifying~~ receiving an input of a plurality of change in wealth factors of the organization from a user, wherein ~~a numerical~~ a time frame and an industry standard ~~value~~ is attributed to each of the plurality of change in wealth factors;

program code for assigning a numerical value to each of the industry standards;

program code for assigning a numerical value ~~from a numerical range~~ to each of the ~~identified plurality of~~ change in wealth factors of the organization by

comparing each of the change in wealth factors to the respective industry standard, wherein the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is neutral relative to the respective industry standard, a numerical value greater than the ~~numerical~~ industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is positive relative to the respective industry standard, and a numerical value less than the ~~numerical~~ respective industry standard numerical value is assigned as the change in wealth factor numerical value if the change in wealth factor is negative relative to the respective industry standard;

program code for adjusting each of the assigned change in wealth factor numerical values by a predetermined unit depending on ~~a~~ the time frame associated with ~~in which~~ the change in wealth factor ~~occurred~~, wherein the assigned numerical value is increased if the time frame is ~~short relative to the~~ shorter than an industry standard time frame, and the assigned numerical value is decreased if the time frame is ~~long relative to~~ longer than the industry standard time frame;

program code for tallying the ~~numerical~~ industry standard numerical values for each of the identified change in wealth factors to provide a total industry standard value, ~~wherein the total industry standard value and a variance therefrom defines~~ and using this value to create a central value range;

program code for tallying the adjusted, assigned change in wealth factor numerical values to provide a total value;

program code for comparing the total value to the central value range;

program code for assigning a neutral value position to the organization if the total value is within the central value range;

program code for assigning a positive value position to the organization if the total value is greater than the central value range;

program code for assigning a negative value position to the organization if the total value is less than the central value range; and

program code for outputting the value position.

17. (previously presented) The computer-readable medium of claim 16, further comprising:

program code for framing a response of an overall loss to the request based on the calculated value position if the assigned value position is positive or negative;

program code for framing a response of an overall gain to the request based on the calculated value position if the assigned value position is neutral; and

program code for submitting the framed response to the buying organization.

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11 ~~18.~~ (new) The method of claim ~~8,~~ further comprising entering the industry standards into the computer program.

13 ~~19.~~ (new) The system of claim ~~13~~ 12, wherein the computer program has computer instructions for receiving an input of the industry standards.

15 ~~20.~~ (new) The system of claim 14, wherein the computer program has computer instructions for receiving an input of the industry standards.

18 ~~21.~~ (new) The system of claim 16, further comprising program code for receiving an input of the industry standards from a user.